**Propaganda Techniques**

**Definition of propaganda:**

Information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

**Propaganda Techniques:**

* **Name calling** – where an attack is made by calling the opposition names.
* **Glittering generalities** – using values (love of family, pride of country, etc) to motivate action.
* **Testimonial** – using an “authority” to recommend or endorse something.
* **Bandwagon** – the ‘everyone is doing it, you should too’ approach.
* **Transfer** – attaching something unrelated to the argument to distract from the real issue.
* **Plain Folks** – showing ordinary people benefitting from the idea/product/etc.
* **Fear** – scaring someone into supporting the position or product.
* **Faulty Logic** – this could be a long list but includes things such as misrepresenting data, making untrue comparisons, assuming a positive outcome without evidence, etc.

**Communist Revolution Propaganda Imagery:**

* The color red
* Images of farming & agriculture
* Images of lots of food during the Great Leap Forward (a time of great famine)
* Happy & healthy people during the Great Leap Forward
* Images of Mao Zedong
* Mao Zedong presented as a god like figure
* Mao portrayed as a man in touch with the people
* Proletarian, working class images
* Star, sickle and hammer = communist imagery
* Red Guards
* Little Red Book